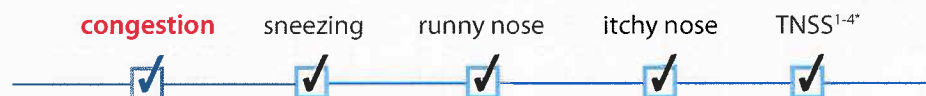




Congestion relief in 30 minutes

PATANASE® Nasal Spray is the only nasal antihistamine FDA approved to relieve symptoms in 30 minutes.¹



Sustained symptom relief, week after week.⁵⁻⁷

INDICATIONS AND USAGE

PATANASE® Nasal Spray is an H₁ receptor antagonist indicated for the relief of the symptoms of seasonal allergic rhinitis in adults and children 6 years of age and older.

Dosing and Administration:

For intranasal use only.

Recommended dosages:

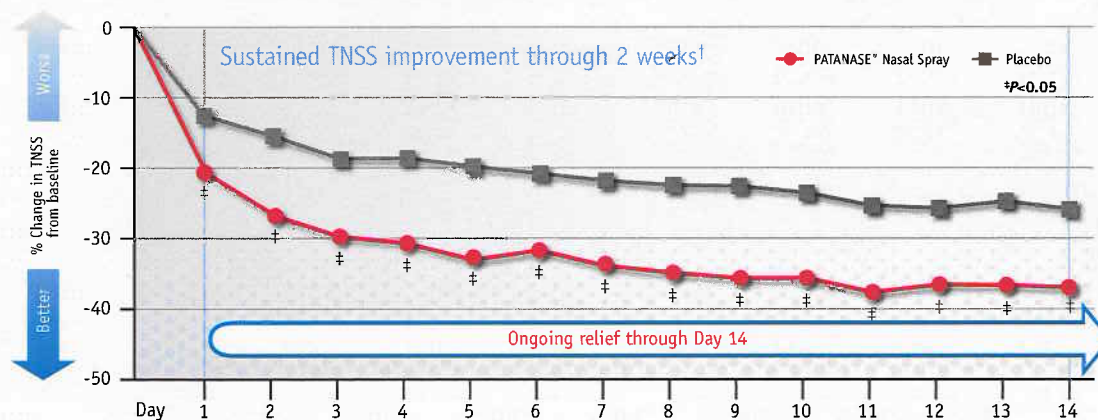
- Adults and adolescents ≥12 years: Two sprays per nostril twice daily.
- Children 6 to 11 years: One spray per nostril twice daily.

IMPORTANT SAFETY INFORMATION

Warnings and Precautions:

- Epistaxis, nasal ulceration, and nasal septal perforation. Monitor patients periodically for signs of adverse effects on the nasal mucosa. Discontinue if ulcerations or perforations occur. Avoid use in patients with nasal disease other than allergic rhinitis.

For additional information, please refer to the accompanying full prescribing information.



¹ Randomized, double-masked, parallel-group environmental exposure chamber studies in patients aged 17-77 (N=626). Data averaged from referenced studies. TNSS=Total Nasal Symptom Score.

⁵⁻⁷ Reflective TNSS from multicenter, randomized, double-masked, placebo-controlled studies in patients aged 12-81 (N=816). Data averaged from referenced studies.

Unplug with **Patanase** Nasal Spray[®]
(olopatadine HCl) 665 mcg



The latest Practice Parameters support **first-line use** of PATANASE® Nasal Spray for relief of allergic rhinitis symptoms.⁸⁵

⁸⁵ Developed by the Allergy, Asthma, and Immunology Joint Task Force representing AAAAI-ACAAI-JCAAI.

PATANASE® Nasal Spray is the **Number One** intranasal antihistamine among pediatricians.⁹

- A steroid-free choice for physicians and parents
- The same olopatadine molecule widely prescribed for ophthalmic use

Easy-to-use **instant savings** voucher for your eligible patients.¹¹

- Automatic savings for every fill
- Accepted by mail order programs
- Satisfaction guaranteed

¹¹ Terms and Conditions: This offer is not valid for patients who are enrolled in Medicaid, Medicare, or other federal or state prescription benefit programs including medical assistance programs. In addition, this offer is not valid for patients who are Massachusetts residents. Please refer to the terms and conditions on the rebate materials.



IMPORTANT SAFETY INFORMATION (CONTINUED)

Warnings and Precautions:

- Avoid engaging in hazardous occupations requiring complete mental alertness and coordination such as driving or operating machinery when taking PATANASE® Nasal Spray.
- Avoid concurrent use of alcohol or other central nervous system depressants with PATANASE® Nasal Spray.

Adverse Reactions:

The most common adverse reactions (>1%) included bitter taste, headache, epistaxis, pharyngolaryngeal pain, post-nasal drip, cough, and urinary tract infection in patients 12 years of age and older and epistaxis, headache, upper respiratory tract infection, bitter taste, pyrexia, and rash in patients 6 to 11 years of age.

For additional information, please refer to the accompanying full prescribing information.

References: 1. PATANASE® Nasal Spray package insert. 2. Patel D, Garadi R, Brubaker M, et al. Onset and duration of action of nasal sprays in seasonal allergic rhinitis patients: olopatadine hydrochloride versus mometasone furoate monohydrate. *Allergy Asthma Proc*. 2007;28(5):592-599. 3. Patel P, Roland PS, Marple BF, et al. An assessment of the onset and duration of action of olopatadine nasal spray. *Otolaryngol Head Neck Surg*. 2007;137(6):918-924. 4. Patel P, Patel D, Edwards M, et al. Onset of action of olopatadine hydrochloride nasal spray 0.6% (Patanase®) in the treatment of allergic rhinitis. Poster presented at: American Academy of Allergy, Asthma, & Immunology (AAAAI) 2008 Annual Meeting; March 14-18, 2008; Philadelphia, PA. 5. Ratner PH, Hampel FC, Amar NJ, et al. Safety and efficacy of olopatadine hydrochloride nasal spray for the treatment of seasonal allergic rhinitis to mountain cedar. *Ann Allergy Asthma Immunol*. 2005;95(5):474-479. 6. Meltzer EO, Hampel FC, Ratner PH, et al. Safety and efficacy of olopatadine hydrochloride nasal spray for the treatment of seasonal allergic rhinitis. *Ann Allergy Asthma Immunol*. 2005;95(6):600-606. 7. Data on file. 8. Wallace DV, Dykewicz MS, Bernstein DI, et al. The diagnosis and management of rhinitis: an updated practice parameter. *J Allergy Clin Immunol*. 2003;112(suppl 2):S1-S84. 9. IMS Health, IMS National Prescription Audit™, October 2010 to September 2011, USC 14100 ANTIHISTAMINES ALONE

Alcon

© 2012 Novartis 1/12 PTN12500SA

Unplug with **Patanase** Nasal Spray.
(olopatadine HCl) 665 mcg